

The Indiana Youth Risk Behavior Survey (YRBS) is part of a nationwide surveying effort led by the Centers for Disease Control and Prevention (CDC) to monitor students' health risks and behaviors in six categories. The YRBS is conducted every two years among a representative group of Indiana students in grades 9–12. Below is an overview of this topic's key findings.

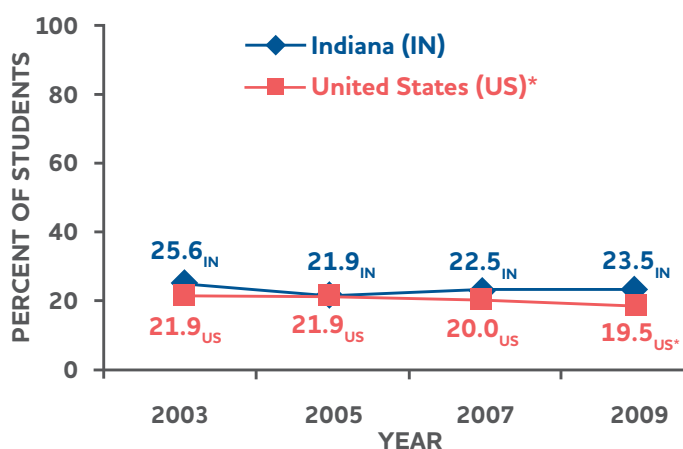
WHY IS THIS IMPORTANT? Tobacco use is the single most preventable cause of disease and death in the United States. There are approximately 8,600 new youth smokers per year in Indiana. The tobacco industry spends over \$426 million a year in Indiana to promote use of cigarettes and other tobacco products, and Indiana is continuously a test market for new products. Research has found that youth are three times more sensitive to tobacco advertising than adults, and they are more likely to be influenced by marketing than by peer pressure or behaviors of parents who smoke.

KEY POINTS

Compared to 2003–2007, Indiana high school students in 2009

- Were as likely to be *current* smokers, and continued to have a higher risk of smoking cigarettes than other high school students in the United States (Figure)
- Were less likely to have *ever* tried a cigarette, though over 50% of teens still reported some use during their lifetime
- Were less likely to have smoked a whole cigarette before age 13 years
- Were less likely to be under the age of 18 years and currently able to illegally buy their own cigarettes in a store or gas station
- Were more likely to be currently using smokeless tobacco products, like chewing tobacco, snuff, or dip
- Were as likely to be currently using any type of tobacco product (cigarettes, cigars, or smokeless tobacco)

FIGURE. Percent of high school students who were current smokers—Indiana vs. United States, 2003–2009



Changes in Tobacco-related Behaviors Percentage of Indiana high school students who	2003	Indiana 2005	2007	2009	Compared to 2003–07, students in 2009 were
Smoked cigarettes in the past 30 days (Figure)	25.6	21.9	22.5	23.5	Just as Likely
Ever tried cigarette smoking, even one or two puffs	60.4	56.9	53.3	52.2	Less Likely
Smoked a whole cigarette for the first time before age 13 years	20.2	16.8	16.0	12.5	Less Likely
Were under age 18 years and able to usually buy their own cigarettes in a store or gas station during the past 30 days	19.8	18.2	15.1	16.2	Less Likely
Used chewing tobacco, snuff, or dip in the past 30 days	7.2	8.6	10.7	10.7	More Likely
Smoked cigarettes or cigars or used chewing tobacco, snuff, or dip in the past 30 days	30.4	29.2	29.3	29.3	Just as Likely

TAKE ACTION — What you can do to help protect high school students from tobacco use

- Implement a comprehensive school strategy against tobacco, including a tobacco-free campus policy
- Support community initiatives that increase the price of tobacco products, sustain anti-tobacco media campaigns, make environments smoke-free, and engage in other efforts to support tobacco-free social norms
- Tobacco control coalition information by county and additional tobacco-related data can be found at www.in.gov/itpc/2350.htm